



FIG. 1

100

**OLAP SERVER 108**

**OLAP TOOLS 150**

**OLAP-BASED PROFILE ENGINE 152**

**PROFILE BUILDER AND UPDATE MODULE  
(PBUM) 154**

**BEHAVIOR PATTERN GENERATION MODULE  
(BPGM) 158**

**DATA MANAGEMENT MODULE  
(DMM) 160**

**VOLUME-BASED TO PROBABILITY-BASED  
CONVERSION MODULE  
(VPCM) 164**

**BEHAVIOR PATTERN COMPARISON MODULE  
(BPCM) 168**

**FIG. 2**

FIG. 3

Cpri

morning	0.5
afternoon	0.1
evening	0.4

410

Cp

morning	0.7	0.3	0.2
short	0.2	0.4	0.5
medium	0.1	0.3	0.3
long			

420

Ccon

morning	0.35	0.03	0.08
short	0.1	0.04	0.2
medium	0.05	0.03	0.12
long			

430

morning	350	30	80
short	100	40	200
medium	50	30	120
long			

400

V

FIG. 4